

ALCOHOL SPLITS ARE
BEWITCHING OLD SALEM.

One Makes Lightning Spring From the Ground and the Sun Set in the North.

SALEM, Mass., April 10.—The secret is out. The residents of this Puritanical old place, where but a few centuries ago they hanged men and women for the crime of being old, claiming they were witches, have discovered why so many of their young men have become inmates of institutions for the cure of bibulousness.

Now the secret is out—it's alcohol splits. A great drink is an alcohol split, warranted to take the venom off the lining of the most case-hardened stomach, and this is the recipe:

Take a common water glass, fill it one-third full of pure alcohol; then fill to the brim with sparkling cold water (or plain lemon tonic if handy); stir for a moment, then drink.

The discovery that alcohol splits were being used as a beverage in staid old Salem was made yesterday by Police Inspector Pelletier and a patrolman. They visited twenty drug stores in the Witch City and in one of the smaller places they found that 1,132 sales of pure alcohol had been made during the last four months. In other stores they found registered from 500 to 1,000 sales for the same four months, and the names that were entered in the books tally with the names of several persons who have become inmates of the public institutions.

George Washington Fined.

A man about eighty years of age, describing himself as George Washington of No. 46 Third Avenue, was fined a dollar by Magistrate Harris in Essex Market yesterday for scattering rubbish from refuse cans. Like his illustrious namesake, the accused couldn't tell a lie and pleaded guilty. He paid the fine.

Health Restored by
Eckman's Alternative

If you are a sufferer from Glaucoma, Tuberculosis, or any of the eye diseases, it is worth a try to investigate this case where the writer declares after a year of suffering, he found permanent relief and full recovery to health by using Eckman's Alternative, a medicine which has been effective in many cases of Tuberculosis.

237 Lexington St., Philadelphia, Pa.
"Gentlemen: In March, 1909, my doctor pronounced my case 'Tuberculosis in the Glaucoma' and a number of operations in a hospital failed to benefit me. In the mean time a friend of mine advised Eckman's Alternative. The wounds in my neck were still open and in a trifling condition when I started to take it. After using two bottles I found I was improving, having gained weight, could eat and was able to sleep. I continued using it until I was well, which was in November, 1910. Before I took the medicine I had three hemorrhages, since I have been taking it I have not had any. On November 11, 1910, I started to work, and since that time I have not lost one day's work through sickness. I highly recommend Eckman's Alternative to any one who is suffering from Glaucoma, Tuberculosis, or any of the eye diseases. (Name abbreviated; more on request.) Eckman's Alternative has been proved by many years' test to be most efficacious in cases of Nervous, Throat and Lung Affections, Bronchitis, Asthma, Stomach and Bowel Disorders, and in all cases of general debility. For sale by all Retail Druggists. Write the Eckman Laboratories, Philadelphia, Pa., for booklet containing full particulars and additional evidence."

Most Modern

Dry-Cold-Air Fur Storage Vault on Premises
Furs Repaired and Remodeled. Furs Stored.

BONWITTELLER & Co.

Extraordinary Special Values

Women's Cloth and Silk Suits

In Very Newest Models

Tailored Cloth Suits

In blouse, cutaway and straight line models trimmed with Bulgarian embroidery or contrasting eponge. Made of black and white checks, serges and Bedford cords. 25.00

Tailored Cloth Suits

In Empire, cutaway, blouse and long waist line models of basket cloth, Bedford cord, checks and serge. Trimmed with embroidered eponge, faille silk or satin. 29.50

Moire & Faille Silk Suits

In navy blue, taupe, brown, Copenhagen, wistaria and black. Mandarin blouse, fancy trimmed and Empire models. 35.00

Dressy Eponge Suits

Russian blouse and cutaway models with black satin or embroidered ratine trimming. Draped skirt. In taupe, navy blue and rose. 35.00

Smart Waistcoat Suits

Made of English serge, new side seam sleeves; collar, waistcoat and cuffs of white moire with black piping and buttonholes. 45.00

Reproductions of Paris Suits

Made of eponge, wool poplin, faille de laine and serge. Some in combination materials others with vests of brocaded white faille or charmeuse. 55.00

Brocade & Moire Faille Suits

Exact reproductions of latest Paris blouse models. In black, navy blue, terra cotta, Copenhagen, gold and wistaria. 55.00

Original Imported Models

& Reproductions of Paris Suits

65.00 75.00 95.00

Formerly up to \$150.00

Unusual and exclusive models, representing the latest ideas of the leading Paris modistes. Suits of iridescent moire, faille or broche moire, ribbon eponge, damasse, cretonne, silk and wool matelasse.

Fifth Avenue at 38th Street

Fresh Roasted Coffee
FROM WHOLESALE DIRECT
Saving you 8¢ per lb.

This is the one coffee that you will always find uniform. It is incomparably delicious, because it is roasted evenly—not partly green or partly burnt. It is scientifically blended and rigidly tested before you get it freshly roasted from our plant.

Enjoy your coffee every day and not only occasionally. Don't buy coffee exposed to dust, dirt and moisture. Order it from the wholesaler direct and save the middleman's profit.

Gillies' Broken Coffee

27¢

Per Pound

We deliver no less than 5 pounds in Greater New York, 10 pounds within 35 miles and 25 pounds anywhere but you can

GET A FRIEND TO TAKE PART OF YOUR ORDER. Satisfaction money returned.

GILLIES COFFEE CO.

223-225 Washington St., N. Y. C.
Between Park Place and Barclay Street.

Macy's
Harold Square. Broadway, 34th to 35th St.Smart NEW FASHIONS
in MISSES' Apparel

"Sport Suits," dashing in style, with gay red or emerald green jackets and jaunty skirts of checked or striped worsteds are quite the cleverest of the season's many novelties—and in the Macy assortment of misses' apparel range in price from \$23.74 to \$59.75.

The combination of plain and fancy fabrics is featured in Tailored Suits with coats of serge and checked or striped skirts, at \$27.75 to \$49.75.

In the New Department—Third Floor. The Escalators take you there quickly and comfortably

Serge Suits
for Junior Misses \$26.75

(Sizes 13, 15 and 17 years.)

In the Balkan blouse model (illustrated), a military smartness is achieved by the braided frogs and metal buttons which trim the jaunty coat. A double collar of satin in black and contrasting color adds a novel touch of style. The draped skirt has the fitted girdle top effect.

Navy, tan and Copenhagen serge, or worsted in black and white checks.

Sport Suits
for Junior Misses \$23.74

(Sizes 13, 15 and 17 years.)

Norfolk coats in green, red or old blue diagonal serge of excellent quality, with gay contrasting collar of faille silk and revers of check worsted to match the strictly tailored shepherd's plaid skirt. Copied from a London model, these Suits are distinguished by their superior tailoring and finish; the coats are lined with peau de cygne.

Serge Suits
for Junior Misses \$16.74

(Sizes 13, 15 and 17 years.)

Stylish, practical Suits made of an excellent quality serge—the three button coat slightly cut away has a shirred back button trimmed, and is lined with peau de cygne. The draped skirt, gathered at the back, has a fitted "Princess" top.

In navy blue, Copenhagen or brown serge—or in smart shepherd checks.

Draped Coats,
of Black Charmeuse \$18.74

(Sizes 14 and 16 years.)

Three-quarter length model fashioned of fine quality black satin charmeuse, gracefully draped and with long shawl collar, fastened with handsome ornament. Lined with peau de cygne in light and pretty shades.

\$16.00 Poplin Coat Dresses—Special \$13.74

(Sizes 14 and 16 years.)

Very modish one piece Frocks of all-wool poplin, with wide girdle of Chinese patterned satin ribbon. A wide pointed collar is of satin in matching color and the tie, buttons and ornaments fastening the skirt's draperies are also of the satin.

In navy, Copenhagen blue, tan, brown, or black wool poplin.

Distinctive STYLES in GIRLS' DRESSES and COATS

In the New Department, Third Floor, but a few steps from the Escalator.



The little maid at the right of the illustration is wearing a low belted frock of French crinkled crepe in dainty floral pattern, with crushed voile girdle of harmonizing shade. Fancy collar and cuffs of white, lace edged, bow tie, crocheted buttons and novel girdle buckle give a distinctive touch to this little Dress at \$4.89. Her companion wears a jaunty Russian Dress of repp made in low-belted model with two large box plaits front and back. A large sailor collar, deep revers and cuffs are of solid white or contrasting color material and with fancy pique buttons go to make up a charming little Frock at \$2.96. Both styles may be had in sizes 4 to 12 years.

Girls' Bloomer Dresses of Chambray, \$2.74

Dainty little straight-line model with short kimono sleeves and V-neck, ribbon-laced and prettily finished with white piping and pearl buttons. The separate low belt is run through tabs of self material, button-trimmed. Full detachable bloomers. Colors pink, blue, tan. Sizes 4 to 12 years.

Girls' Dresses of Fine Voile, \$6.94

Very dainty and "summery" are these long-waisted Frocks of finest white voile, with neat hemstitched V-shaped collar, turn-back cuffs and wide crushed girdle of contrasting color voile. Fancy wash buttons and group of tiny pin tucks prettily trim the blouse. Sizes 4 to 10 years.

Girls' Long-Waisted Coats, \$10.74

Practical but very fetching are these straight-line Coats in durable navy serge or large black-and-white check, with flat collar, cuffs and sash-girdle of messaline in contrasting shades. The single breast fastens to the side with novelty buttons and collars and cuffs are trimmed with small buttons. Sash ends are left loose, to be tied in front. Sizes 8 to 16 years.

"MACY'S for MEDICINES"

Years ago "Macy's" established a reputation as "pioneers of low prices," which we have maintained ever since, with daily increasing prestige. "Macy's" prices are regularly lower than elsewhere. "Macy's" prices are even lower than the advertised "Sale Prices" elsewhere.

Pharmaceutical Preparations

"Macy's" prices on these are far below those of other stores. Compare these prices on Aspirin Tablets, for instance:

Aspirin Tablets (5 grain), Bottle of Hundred, 54c

Bottle of 100 elsewhere, 75c

"Macy's" Aspirin Tablets are made from the Genuine Imported Aspirin Powder. Main Floor, Centre.

Fur Storage
With Protection

At Very Small Cost. Furs are thoroughly cleaned before being stored. Furs called for.

High Grade
Wilton Rugs

At Savings of 1/4 to 1/2. Buy now, while the range of sizes and patterns is unbroken.

OSTRICH PLUME HATS

Week End Specials for Friday and Saturday in the New Millinery Salon, Second Fl., Broadway

Tagal Hemp Hats
Ostrich Trimmed \$9.89

These Hats are sold elsewhere at \$16.50.

Remarkably stylish Dress Hats of genuine Tagal Hemp, in a charming diversity of large and small shapes, including the newest "Poke" effects. These Hats, as illustrated, are trimmed with silk ribbon and

Two Heavy French Ostrich Plumes—almost 15 inches in length and with full drooping heads.

In all black, black-with-white or colored plumes, or solid color effects.

Hemp Hats
Ostrich Trimmed \$5.49

The smartest shapes in fine Hemp Hats trimmed with a long ostrich band, thick, closely curled and with heavy plume ends.

In all black, black with colored ostrich bands, or solid color effects in navy, purple, brown and other favored shades.

1,200 Tailored and Dress Hats—in the latest styles, \$4.96 to \$29.50

"Gaiter-Top" BOOTS, \$5.94
Spring's Smartest Shoes

"Gaiter-Top" Boots—dainty, dressy, distinctively different from the usual.

The Vamps are of patent leather of excellent grade and superior workmanship in every tiny finishing detail. In the newest medium long-vamp last, with simulated tip. The new "Spanish Louis" heel adds to its smart style and the light weight soles are welted.

The Uppers, of fine, firmly woven cloth, are cut to give the effect of a trim, well-fitting spat, but have not the clumsy appearance of the ordinary gaiter.

"Gaiter-Top" Shoes—in the smartest shades of

Blue—Brown—Tan—Taupe—Light Grey—Coral—Purple—Green—and other shades to match the new Spring Costumes.

Second Floor, Rear, 35th St.

NEW
OVER-LAP
WRIST BAGS, \$4.49

This is a clever novelty in a combination Bag made of a strip of flexible pin seal leather or white kid of finest quality, lined with heavy Moire silk of matching shades and passed through a dainty wrist strap of self leather. A mirror and two purses of silk fit snugly into the shirred pockets of the lining, a button snap fastening the two pointed ends so that the fittings are safely secured. Colors, "Nellrose," navy, white, brown, black, taupe and gray.

Main Floor, 34th Street.

WEEK-END
CANDY
SPECIALS

These prices are for Friday and Saturday only.

Absolute purity, most reasonable prices, made fresh each day, most delicious in flavor and packed net weight are some of the reasons why "Macy's" Candies are most desirable.

Milk Chocolates (lb.), 34c. Delicious chocolates with assorted fruit, nut and cream centres. Packed net weight in pound boxes.

"Ideal" Chocolate Chips (lb.), 19c. Brittle, crisp molasses chips in pound boxes.

"Macy's Red Star Special" (lb.), 24c.

Delightful assortment of mixed candies.

Perfection Chocolates (lb.), 49c. A varied assortment of Macy's finest chocolates, attractively boxed in 1, 2 and 5 pound packages.

We have just received a shipment of very novel and beautiful Lace Paper Dollies from Paris. It is not always possible to obtain these dainty novelties so we advise your early purchasing.

IMPORTED VOILE
CARLOTTINE
FLOUNCINGS,
(yd.) \$5.49 to \$5.94

Widths 45 and 52 inches.

For Sale in New White Goods Section, Second Floor, Centre.

This dainty fabric is something entirely new in imported Novelty White Goods and is shown only at Macy's. The elaborate floral designs are heavily embroidered or appliqued on drawn-thread, cross-bar voiles or batistes of sheerest, finest quality. A charming evening, lingerie or afternoon gown can be made of three-and-a-fourth yards of this exquisite fabric. No daintier, newer or more distinctively charming novelty in dress goods has been shown this season.

UPHOLSTERY
FABRICS FOR
DRESSES

For Sale in the New Department on the Fourth Floor, 34th St., Rear.

Cretonnes are the newest Parisian touches on suits, frocks and coats. In fact, Paul Poiret and Bernard, famous Parisian couturiers, show only cretonnes, gowns and vests of cretonne, satin drapes and printed linens. These come in the rich, vivid Bulgarian colorings, as well as deeper subdued colorings, and are most effective for trimmings and frocks. Macy's line of upholstery materials is complete and varied and especially well suited to costume-making, as the colorings are so beautiful, the qualities excellent and prices so reasonable.

French Cretonnes, 98c to \$1.24. Are especially beautiful for costumes, as their printed warps give a charming novel shadow effect and their colorings are particularly rich and harmonious. Prices for 50-inch widths are \$2.24, \$2.97 and up to \$3.96. For 31-inch widths prices range from 98c to \$1.24 a yard.

English Cretonnes, 24c to 74c. Beautiful floral patterns are these in exquisitely woven, deep toned colorings.

Scrims for Costumes, 14c to 49c. From the economy standpoint, Scrims are the best of the upholstery materials for costumes, as their wearing qualities make them especially desirable. We have a full line of dainty scrims in plain and novelty effects, priced from 14c yard to 49c yard.

Macy's
Harold Square. Broadway, 34th to 35th St.An Exceptional Showing of
MEN'S SUITS
at \$22.50

THE assortment of Suits we offer at this price is a practical demonstration of how much better you can be served at Macy's for \$22.50 than elsewhere for \$25.00 and more.

The difference in price is not a large sum—\$2.50. But never forget that at Macy's you are quite sure to gain in quality as much as or more than you save in price.

The new patch pocket models are shown in blue and black flannels with white chalk-line stripes, in black-and-white club checks and in shepherd's plaid.

The models with soft rolling lapels are in plain grays and in neat gray striped effects.

The more conservative models are shown in a wide range of patterns and colorings. Among them are Cambridge grays, browns with contrasting hairline stripes, the darker grays with lighter stripes and two-toned gray mixtures.

Stout men can be fitted as accurately as men of normal or of slender build, as we have special sizes in stock up to 46.

Suits in stock at Macy's from as low as \$14.75 up to \$32.50.

Fifth Floor, Broadway.

Men's \$5.00 Silk Shirts, \$3.48

All sizes from 14 to 17, and sleeve lengths, 33, 34 and 35.

Of heavy Tub Silks in neat and newest stripe effects upon white grounds. Made in pleated bosom and in plain negligee style.

The strong, firm silks, of which these are made will out-live many a Shirt of humble material.

Men's \$1.50 Pajamas, 98c

Colors are helio, white, tan, light blue, and gray. Sizes A, B, C and D.

Choice of two styles. One in highly mercerized silky fabric, surplice collar or military collar attached. Finished with silk frogs and pearl buttons.

The other style of highest grade soft percale. Surplice neck, plain finish and large genuine ocean pearl buttons.

Note the tailoring, cut, finish and generous proportions of these Pajamas when comparing values.

Men's \$2.00 Soft Shirts, \$1.44

A rare combination of quality and economy.

A very wide range of materials (such as pongees, woven madras, etc.) in all the latest color effects and patterns. Comfortable full cut Shirts with soft double "French" Cuffs, not "skimped" in the breadth of arm or length of skirts.

All sizes from 14 to 18, and sleeve lengths 33, 34, 35 and even 36.

Fifth Fl., rear.

Porto Rican CIGARS—Reduced

Box (50) \$1.49

A Fresh Shipment.

At these Prices for Friday and Saturday Only.

Choice of five sizes: Londres, Breas, Breas Imperiales, Panelas, Exquisitas. Sold elsewhere for \$2.50 and usually at Macy's for \$1.98.

Manila Cigars

Londres (100) \$1.98

A fresh shipment of rich, mellow Cigars, selling elsewhere for \$2.50 and usually at Macy's for \$2.34.

Fifth Fl., 35th St.

Headquarters for
BOYS' CLOTHING

Macy's has won a well-deserved reputation for Boys' Clothing that combines fit, finish, cut and durability. Clothing that you buy at Macy's has been designed for use by real boys who are active and strenuous, is all-wool by test and is tailored with the idea of seeing how good a garment can be produced for the money.

Boys, as well as parents, are pleased with Macy's Boys' Clothing, which is usually appreciably lower in price than inferior quality elsewhere.

Second Fl., 35th St., rear.

The Prices are for Friday and Saturday Only

Boys' \$8.50 Extra Trouser Suits, \$6.49

Five new Norfolk models (one of which is illustrated) and two double-breasted. Of all-wool chevrons in gray, tan and brown mixtures. Alpaca lined. Two pieces of fully lined knickerbockers with each suit. A complete assortment in all sizes from 6 to 18 years.

Extra Trouser Suits in regular stock at Macy's at \$7.34, \$8.94, \$9.74 and \$12.74.

Boys' \$5.00 to \$6.50 Reefer Coats, \$3.96

Of blue serge and fancy mixtures. Some with "self" some with velvet collars. Linings of serge and alpaca. Plain or (as illustrated) with emblem on the sleeve. Gilt or bone buttons. All sizes for boys from 2 1/4 to 8 years.

Boys' \$2.00 to \$2.50 Hats, \$1.29 & \$1.69

Choice of Tyrolean, Jack Tar, "Rah Rah" and Middy shapes. Made of patent Milan in white, navy, or black. Trimming of silk ribbon.

Boys' Hats and Caps for Summer in complete assortment and unending variety. Macysavings of 1/5 to 1/3 on prices elsewhere.

Boys' \$1.00 Madras Shirts, 79c

For boys and youths. Of fine, highly mercerized madras in a wide assortment of 50 or more stripe effects. Also in plain white. Made with soft double "French" turn-back cuffs. Neck sizes from 12 to 14 inches.